

The SCENIUM logo is positioned in the upper right area of the slide, appearing in a light gray, sans-serif font. The background of the slide features a close-up, angled view of a white electronic device, likely a TV, with the word 'HDTV' visible on its side.

Digital TV and “Plug & Play” Cable Functionality

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“Plug & Play” Functionality



- **Defined: A DTV receiver with integrated cable reception electronics that permit a consumer to view both basic and premium cable video channels without the need for a set-top box**
- **Similar to Today’s NTSC “Cable Ready” Television (authorized by § 624A)**

“Plug & Play” Functionality



- **Consumers Expect Nationwide Portability and Interoperability**

Example:

“Plug & Play” DTV receiver in Los Angeles used with AOLTimeWarner cable system should work if consumer moves to Philadelphia and subscribes to Comcast cable system

Five Steps To “Plug & Play”



- **Pick A National Plug & Play Standard**
- **Require Cable and CE Industries to Implement Standard By a Date Certain**
- **Require Cable Industry to Make Available a Fully Functional POD by January 1, 2003**
- **Reach Agreement on a Reasonable PHILA**
- **Ensure Access to Complete Channel Tuning Information**

National “Plug & Play” Standard



- **Broad Agreement on Applicable SCTE and EIA Standards. Recommend FCC Mandate:**

- **EIA-CEA 818D** for “Cable-Ready 1” DTV Receivers
 - One-way reception
- **EIA-CEA 819A** for “Cable-Ready 3” DTV Receivers
 - Two-way reception; allows “Advanced IPPV”

National “Plug & Play” Standard



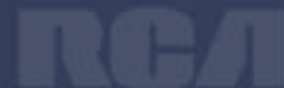
- **Work on Advanced Functionality (OCAP) allowed to proceed on parallel track**
 - Possible implementation in future set-top box, or integrated into future television

Require Standards



- **Cable Operators Use Different Methods for Distribution of Digital TV Signals**
- **Impossible for CE Companies to Offer Consumers Same Uniform Cable Functionality For DTV That They Have Today With Analog (Pursuant to § 624A)**
- **Broadcasters have ATSC, and Cable Needs One Method Adopted by All**
- **CE Companies Need Certainty and Uniformity for Nationwide Portability**

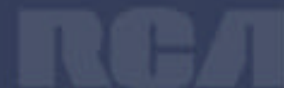
Require Fully Functional POD



- **More Than 2 Years After FCC Deadline, Fully Functional PODs Remain Unavailable**
 - Cable's POD must pass through channel tuning information for consumers to channel surf with DTV receivers
- **Cable's Support for POD Interface Eroding?**
- **FCC Should Require January '03 Availability of Fully Functional POD**

- **No Independent CE Company Is Prepared To Sign the Current PHILA License**
- **Current PHILA Is Overly Broad, Overly Intrusive and Open-Ended**
 - Stranding early adopters with selectable output control
 - Content obliteration requirement for PVRs
- **Problems With PHILA Have Been Discussed Extensively With FCC, Including at May 10, 2002 “Hoedown”**

Require Channel Tuning Info



- **In Hundred-Plus Channel Digital Universe, Consumers Will Demand At Least Rudimentary Channel Navigation Capability Without a Set-Top Box**
- **Cable Must Provide Channel Tuning Data, Either Through POD Or Through In-Band Source, Using ATSC Standard A65**

- **Why Is This So Important?**

Without complete (cable and broadcast) channel tuning data, cable consumers must manually input (and remember) individual channel numbers into their DTV receivers, making normal “channel surfing” impossible

***A Successful Digital TV Transition
Requires Availability of Both
Terrestrial and Cable Programming
Sources Because Consumers Expect
Full Functionality***